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June 4, 1998

To: Linda Montanaro

**Subject: Andy K's Dairy Deli (4241-00-00)**

Dear Linda:

Please handle the following in Andy K's Locations:

**Sea Bright**

- Increase SALEM APD Facings by 4 rows. Total Full Price APD facings should be 24.
- Place System III Doral (8 rows), Monarch (8 rows) on backbar adjacent to Basic Display.
- Draw a counter planogram of the existing setup, have it signed by the Store Manager, and return to me.

**Marlboro**

- Replace System III Full Price Displays with APD's (with security shields) in same space. Total Full Price facings to be 24.
- Place System III Doral/Monarch display (8 facings of each Brand Family) in non self-service position.
- Review Level II Non Self-Service Contract (highlighted areas) with Erika, the Store Manager.

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- Draw a counter planogram of the existing setup, have it singed by the Store Manager, and return to me.

Please voice mail me at 43778, when the above has been handled.

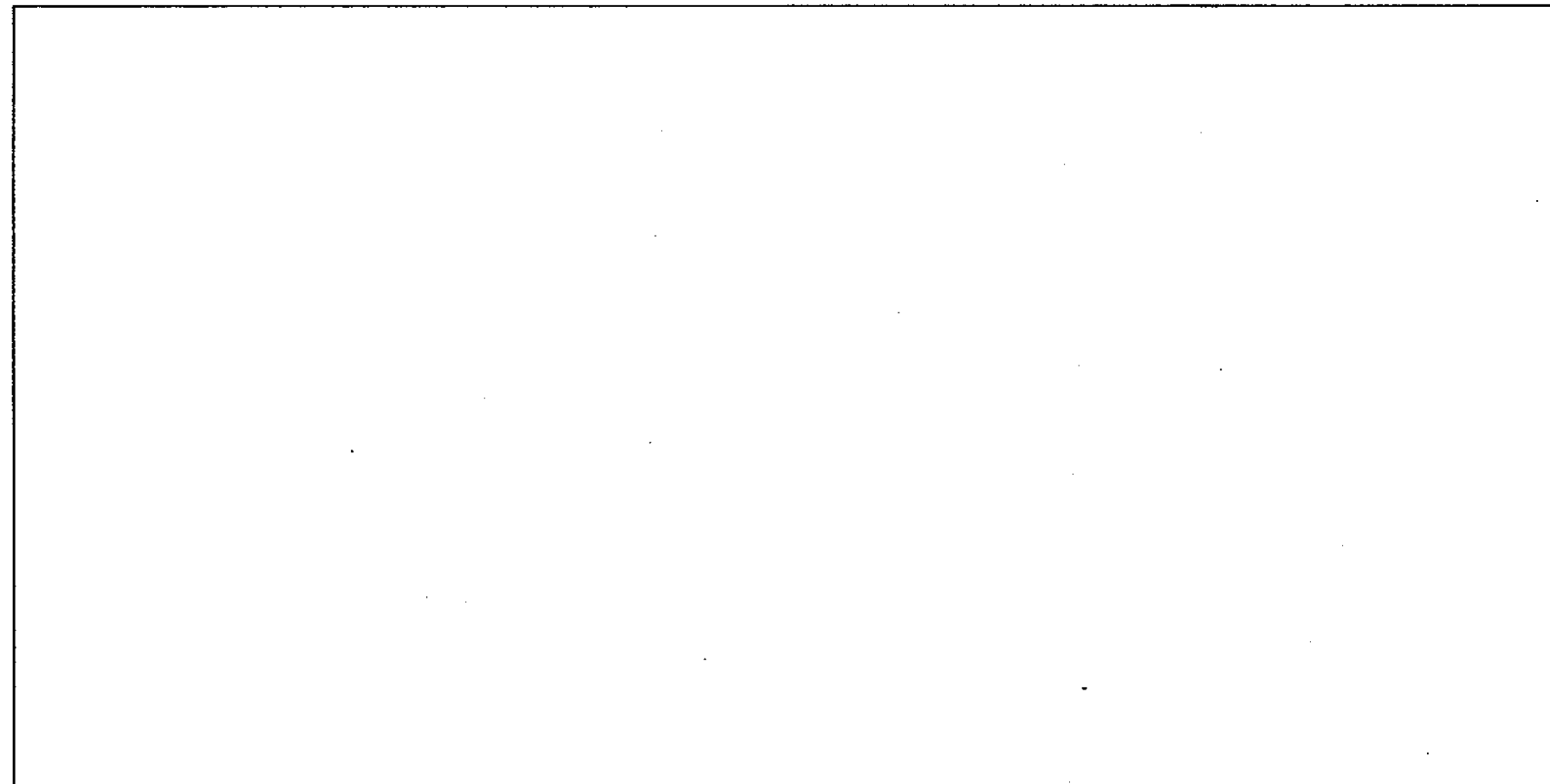
Thank you for your help with this request.

*Nick Kuruc*

cc: Sue Sirianni

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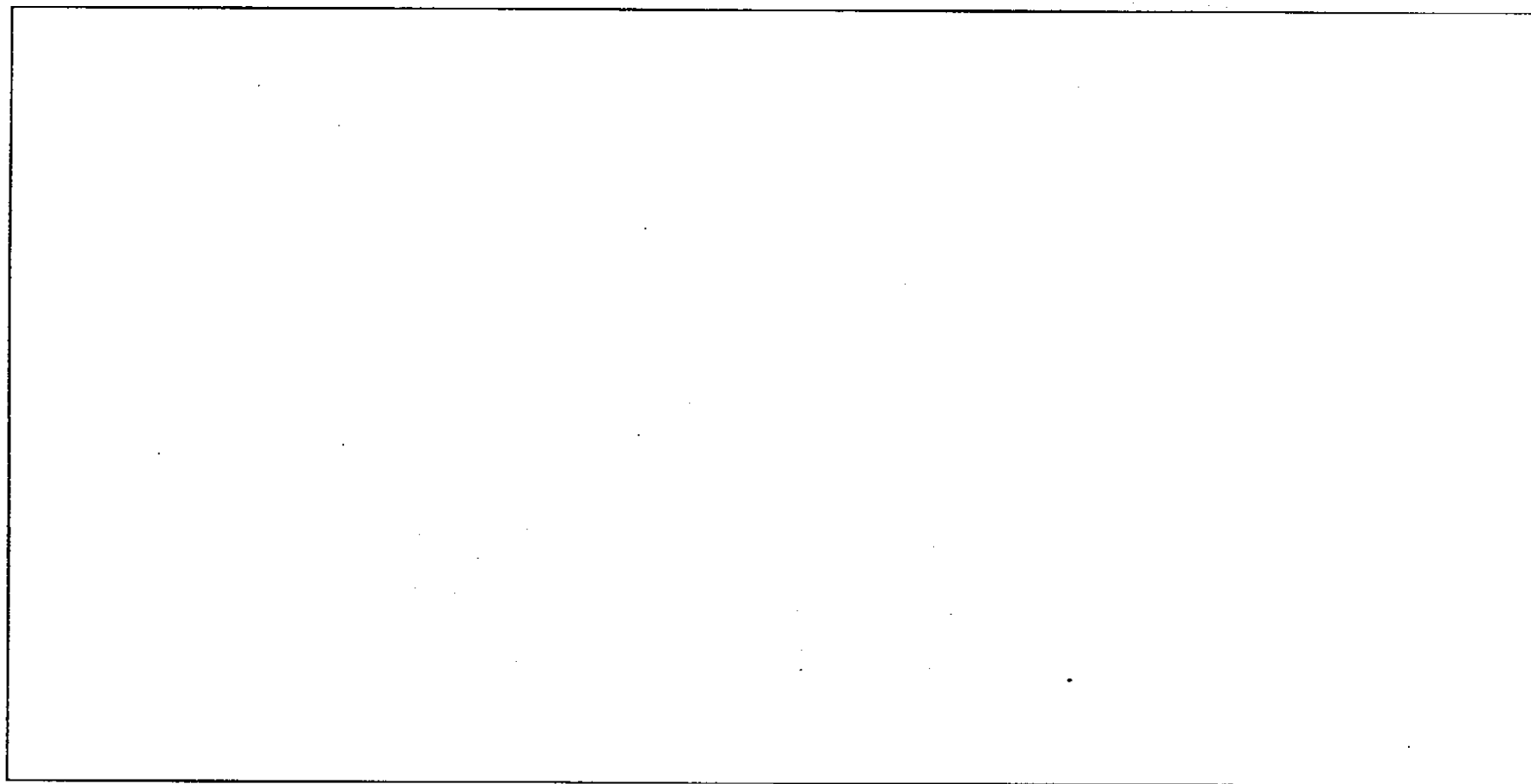
## RJR MAXIMIZED PRESENCE PROGRAM PLAN-O-GRAM



CHAIN/STORE NAME Andy K's, Sea Bright RETAILER SIGNATURE \_\_\_\_\_

STORE # \_\_\_\_\_ DATE \_\_\_\_\_ RJR REP \_\_\_\_\_

## RJR MAXIMIZED PRESENCE PROGRAM PLAN-O-GRAM



CHAIN/STORE NAME Andy K's, Marlboro RETAILER SIGNATURE \_\_\_\_\_  
STORE # \_\_\_\_\_ DATE \_\_\_\_\_ RJR REP \_\_\_\_\_